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December 27, 2001

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* ALSO ADMITTED IN DISTRICT OF COLUMBIA

Commissioner for Patents
Washington, D.C. 20231

CERTIFICATE OF MAILING

Re: Patent Application of Swartz, et al.
Serial No. 10/002,384
Filed: October 26, 2001
METHOD FOR MARKETING
DEMOGRAPHIC-DIRECTED PRINTED
MEDIA
Our File No. 7840/82952-US

I hereby certify that this paper is being
deposited with the United States Postal
Service as First-Class Mail in an envelope
addressed to: Commissioner for Patents,
Washington, D.C. 20231, on this date.

12-27-01
Date Eric D. Cohen, Reg. No. 38,110

Dear Sir:

Enclosed herewith are the following:

1. Transmittal Letter (in duplicate);
2. Information Disclosure Statement (in duplicate);
3. Form PTO-1449 (in duplicate);
4. Eight (8) references cited therein; and
5. Postcard.

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The Commissioner is hereby authorized to charge any fees which may be required to Deposit
Account No. 23-0920. A duplicate copy of this sheet is enclosed.

Very truly yours,

WELSH & KATZ, LTD.

By

Eric D. Cohen



2

Docket 82952-US

Applicants: Swartz et al. Group Art Unit: Not Yet Assigned
Serial No.: 10/002,384 Examiner: Not Yet Assigned
For: METHOD FOR MARKETING Filed: October 26, 2001
DEMOGRAPHIC-DIRECTED PRINTED
MEDIA

INFORMATION DISCLOSURE STATEMENT

- ☒ 1 Pursuant to 37 CFR 1.97(b)
[within 3 months of filing or prior to 1st Office Action]
- ☐ 2 Certification Pursuant to 37 CFR 1.97(c)
[before Final Office Action or Allowance]
- ☐ 3 Fee Payment Pursuant to 37 CFR 1.97(c)
[before Final Office Action or Allowance]
- ☐ 4 Petition, Certification & Petition Fee Payment Pursuant to 37 CFR 1.97(d)
[before issue fee payment]

Commissioner for Patents
Washington, D.C. 20231

Sir:

The following are submitted in the above identified application in compliance with 37 CFR 1.97 & 1.98:

- ☒ 5 A list of documents on Form PTO-1449 together with copies of each identified document and a translation or a concise explanation of each non-English language document is enclosed herewith.

This paper is submitted in accordance with:

- ☒ 6 37 CFR 1.97(b): [within 3 months of filing or prior to 1st Office Action]
- ☐ 7 37 CFR 1.97(c): [before Final Office Action or Allowance, whichever is earlier]; and
- ☐ 8 The required certification made in item 11 below; or
- ☐ 9 The \$240.00 fee specified in 37 CFR § 1.17(p) for submission of this Information Disclosure Statement is authorized in item 14 below.
- ☐ 10 37 CFR 1.97(d): [before issue fee payment]; and
- a) This is a petition for consideration of the subject Information Disclosure Statement. The petition fee (\$130.00) required by 37 CFR 1.17(i)(I) is authorized in item 14 below. (Direct this letter to: "Attention PETITIONS EXAMINER" and if applicable include batch locator information: e.g. "Allowed Files, Batch _____, Date of Allowance _____"), and
- b) The required Certification is stated in item 11 below.

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☐ 11 Certification

- ☐ 12 Each item of information in this Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Statement; or
- ☐ 13 No item of information contained in this Statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the person signing this document after making reasonable inquiry, was known to any individual designated in 37 CFR 1.56(c) more than three (3) months prior to the filing of this Statement.
- ☒ 14 Please charge all applicable fees associated with the submittal of this Information Disclosure Statement to Deposit Account No. 23-0920. An original and one (1) copy of this document are enclosed.

Respectfully submitted,

WELSH & KATZ, LTD.



Eric D. Cohen
Reg. No. 38,110

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December 27, 2001

CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on this date:

12-27-01 
Date

Form PTO-1449
(Rev. 8-88)

INFORMATION DISCLOSURE STATEMENT
(Use several sheets if necessary)

Attorney Docket No.
82952-US

Serial No.
10/002.384

Applicant

Swartz et al.

Filing Date
October 26, 2001

Group No.	Not Yet Assigned
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Examiner Initial*		Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
		4,643,301	02/17/87	Hehn et al.	206	232	
		4,717,021	01/05/88	Ditzig	206	387	
		4,947,989	08/14/90	Horton	206	387	
		5,316,145	05/31/94	Cohodar	206	387	
		5,544,748	08/13/96	Kollinek	206	387.13	
		5,772,028	06/30/98	Marsilio et al.	206	387.1	
		5,992,888	11/30/99	North et al.	283	56	
		6,092,699	07/25/00	Schmidt	222	479	

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Examiner

Date Considered

*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.